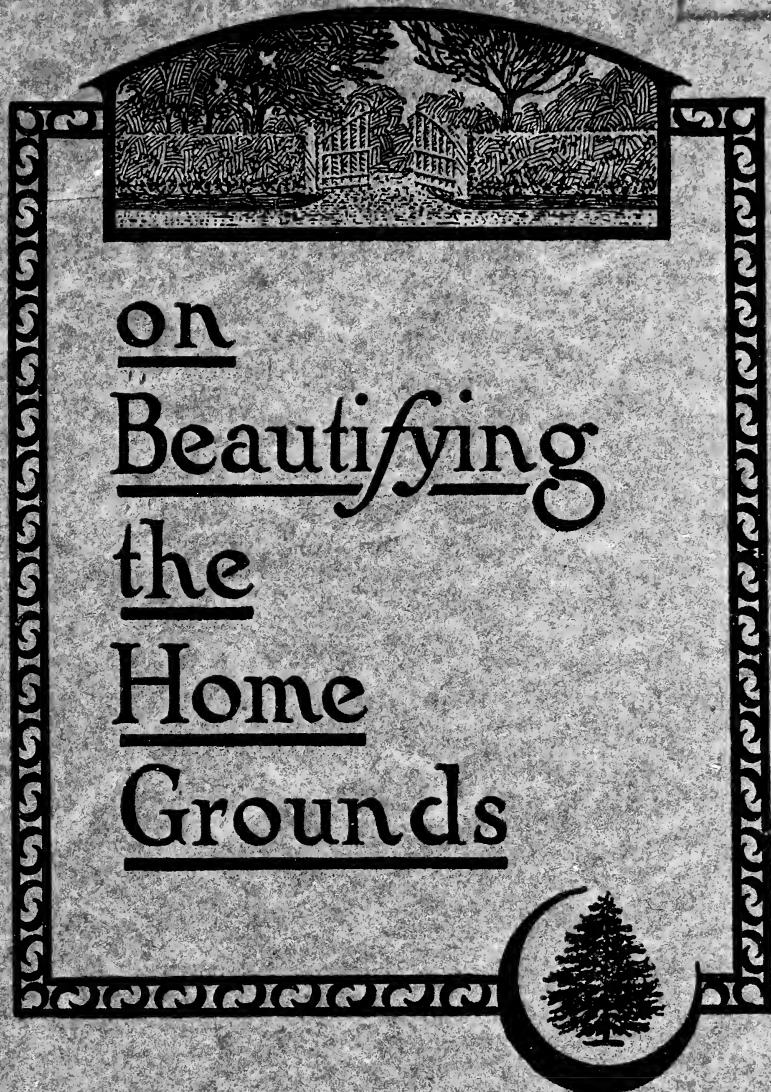


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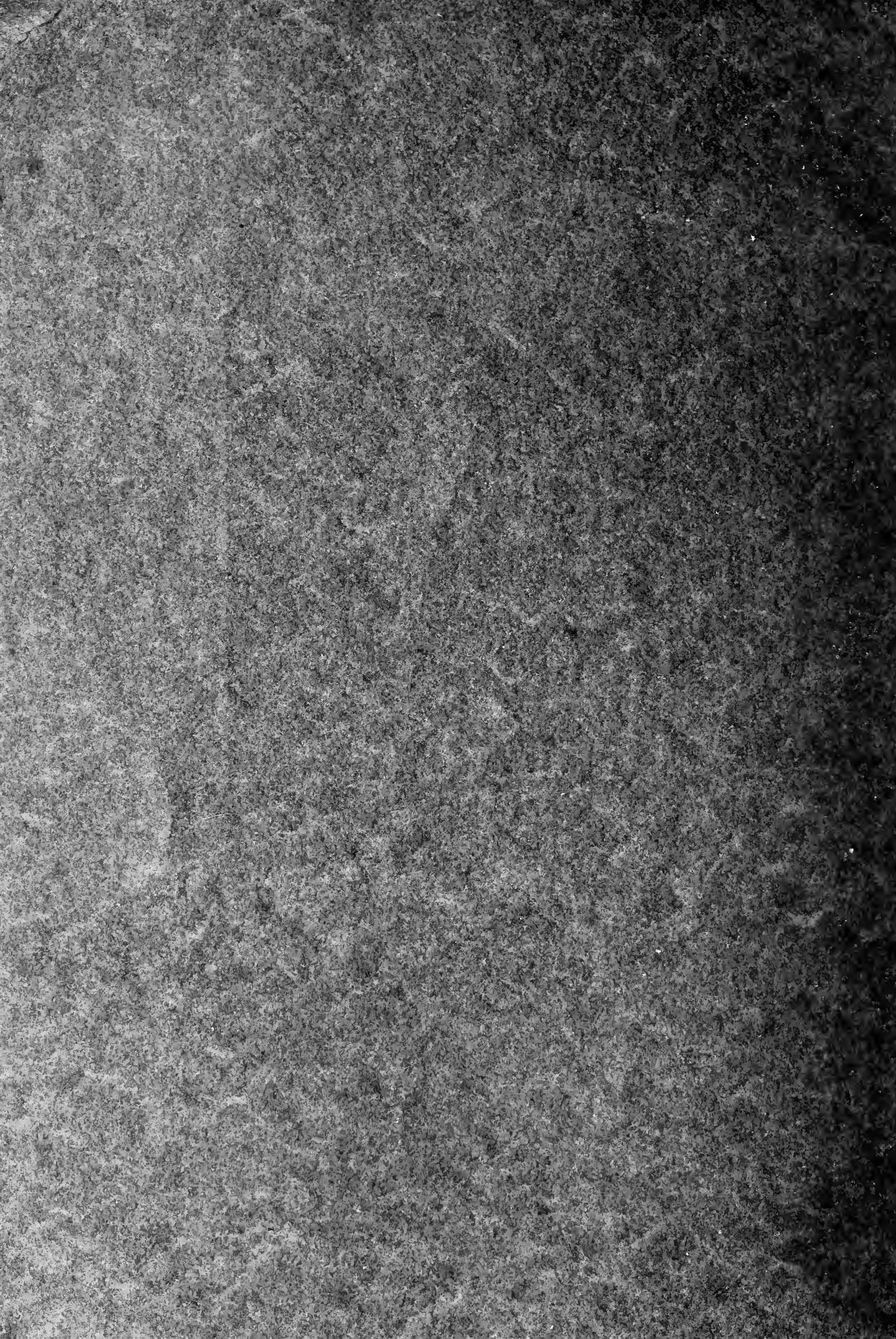
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MOORE'S Cyclopedia









What is the secret of a beautiful home setting? Not lavish expenditure, but good judgment and taste in the selection and arrangement of plants, as this book attempts to show

Beautifying the Home

Is both a bigger and a smaller thing than it is usually thought to be. Bigger because instead of being simply a matter of external adornment, to gratify an aesthetic taste, it really has a never-ending, incalculable influence on those who live within the house, those who pass by, and the entire community. Not only does it give keen pleasure to all who appreciate beauty, but it promotes self-respect and esteem, sets a good example, adds to property values, in actual dollars and cents, and enhances the civic pride and good name of the entire street and neighborhood.

At the same time this beautifying of the home is a smaller thing than is usually realized, for it involves less expense than one is inclined to believe when beholding the result. It is more a matter of good judgment and good taste than a big purse, and this booklet is intended to suggest how this good judgment and good taste may be successfully and easily applied.



Neighborhood Spirit



Anyone living in as beautiful a neighborhood as this would feel obligated and impelled to keep his own home grounds beautiful

WHEN your friends come to visit you, you naturally take a keen pride in the appearance of your lawn and the lawns of your neighbors. Aren't you apologetic (and inwardly annoyed) if the grounds nearby have anything out of place? You can easily imagine your neighbors' chagrin if they notice anything wrong on your property.

In a suburban neighborhood particularly, we are all one large family, and the appearance of every lawn is a matter of personal comfort and concern to every neighbor. You cannot help feeling that in your friends' eyes it is a reflection on you if anything in your neighborhood is wrong. Even empty lots, if they are eyesores, reflect upon you and any one nearby, so you are justified in getting together and taking necessary steps to have empty lots beautified or camouflaged by planting a shrubbery screen.

The same principle applies to backyards, street corners, stores, garages, office buildings, and of course, public buildings, such as libraries, churches and schools. A little planting in all these cases will not only make the buildings and entire neighborhood more attractive, but will plant lessons of beauty and civic pride in both young and old. Write us for further suggestions on this neighborhood beautifying.

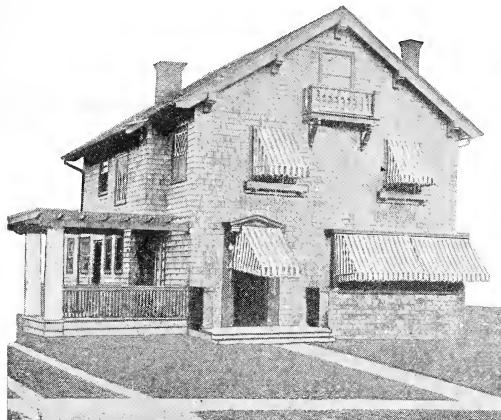
Even a "factory town" can be made attractive and inviting by a simple planting scheme



Attractive shrubbery gives the community an added pride in this building



The Money Value of Beauty



Look on This Picture—



—And then on This!

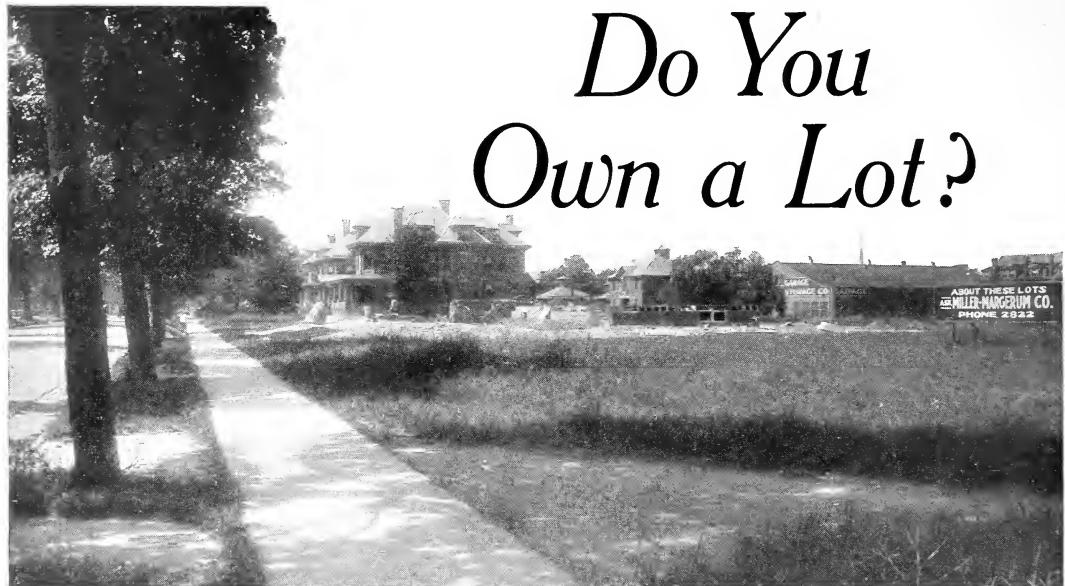
THE same house—but what a vast difference! Wouldn't you rather live in the house on the right, than the one on the left? And wouldn't you gladly pay more rent for the one on the right, or pay more for it, if you wanted to buy? The house on the right would easily bring \$500 to \$1000 more in the selling price—yet the only difference is the planting of trees and shrubs, which could be duplicated practically anywhere at a cost of from \$75 to \$125 (depending on location, etc.)

And if the house as you see it at the left could be rented for \$40 a month, wouldn't you rather pay \$50 for the one at the right? In one year this added rent alone would practically repay the landlord for the entire planting cost! And meanwhile the planting would be steadily increasing in beauty and attractiveness, as compared with other features of a home which usually depreciate.

If you own property, let this fact sink in—and realize that home beautifying brings a big dividend in money as well as satisfaction and comfort. If all the property owners in a neighborhood realize this, there is a corresponding increase in the realty value of every home in the neighborhood.



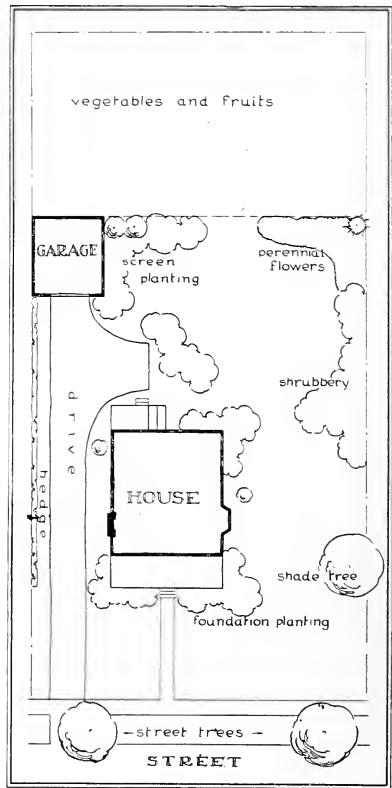
Which side of the street would you rather live? And wouldn't you gladly pay a bit more to live on the "shady side"? There could be no better proof of the "realty value," in dollars and cents, of a house made more attractive by trees and shrubs



It is never too soon to consult your nurseryman or landscape architect about the planting for your future home

IF you own a lot do not fall into the customary error of assuming that there is nothing to be done about planting until the house is up and the ground cleared of its rubbish. Particularly if you are postponing the building of your cherished home, don't let a golden opportunity go to waste by ignoring the matter of planting. When you do move into your new house, you will want the comforts of shade, a full-grown shrubbery screen, etc. You will be keenly disappointed to find that you must live in the new home for some time with none of these advantages, and you will wonder why no one advised you to take advantage of the waiting period preceding your building, and do most of this planting in advance.

The fact that the house is not actually built will not interfere with wise placing of your larger trees and shrubs. As soon as you have a general plan of your house, your landscape architect can readily give you a landscape plan for the grounds, and you will be surprised to note how much planting can be started without interfering with later building operations. And how grateful you will be for this advice after you have begun to live in your new home!

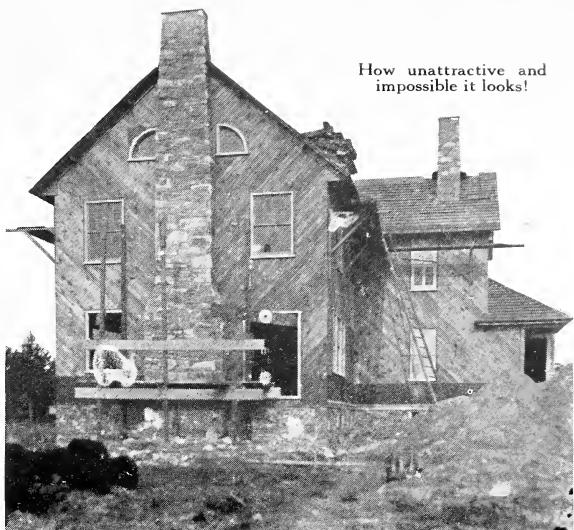


A "thot-out" plan.—The sooner you get one for your new home, the more beautiful your home will be when you start to live in it

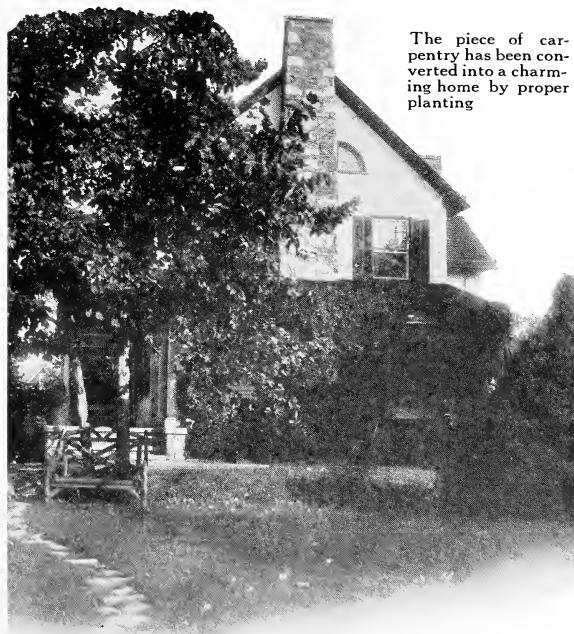


Are You About to Build?

IN the thrill of planning the new home, and anticipating all its pleasures, the home-builder is inclined to pay but slight attention to the grounds. And as the "extras" for the house itself mount up there is a temptation to economize on the planting, or put it off altogether to another year. Then comes the disappointment when the proud owner surveys his new home, and wonders why it looks so bare



How unattractive and impossible it looks!



The piece of carpentry has been converted into a charming home by proper planting

and hard and unhomelike from the outside.

The finest architecture will not save a house from this bareness if the planting has been neglected, while on the other hand the simplest sort of farmhouse can be made to look as inviting and cosy as the home of our dreams if the proper setting of trees and shrubs is built up around it.

So do not pour out your last reserves on your house and skimp the home grounds. The final touch that gives the necessary charm to the entire picture must come from the landscape planting.



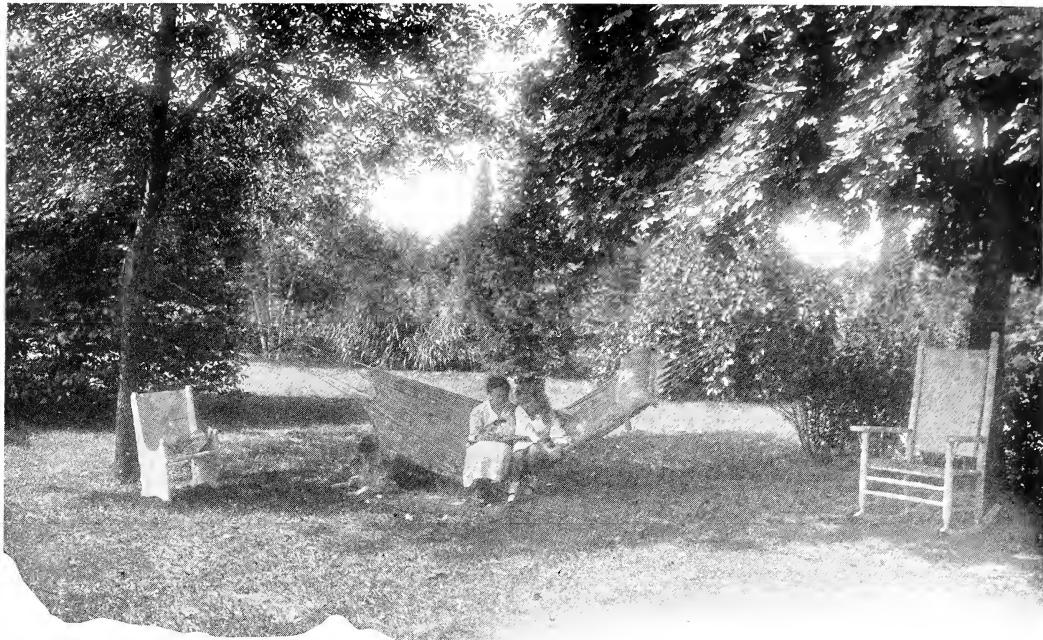
Are You Remodeling ?



You will have to look sharp to recognize that these are "before and after" views of the same house. The house has been enlarged, of course, but it is a fine example of what remodeling plus landscape beautifying can do.

PARTICULARLY in the fascinating task of remodeling an old house is the magic of the landscape architect and the nurseryman fully appreciated. An old house of substantial worth and inherent beauty is often bought "for a song" because it looks forlorn and run down—thanks in some degree to the absence of a beautiful landscape setting. Then the wise remodeler, in addition to his changes in the structure itself, employs all the resources of nature—trees and shrubs and flowers in skillful arrangement, to set off the house to advantage—and presto!—the old underestimated home is transformed into a thing of beauty and charm.

Often an expenditure of a few hundred dollars in this manner upon the grounds, under expert guidance, has enhanced the value of a home by several thousand dollars. We are prepared to submit estimates in conjunction with the plans of your architect or your landscape architect, or to have one of our staff help with plant information if desired.



Shady nooks and paths like these are quite as possible on a small suburban lawn as on a country estate—Moon's will show you how to secure them



Shade!

PERHAPS the chief secret of charm of most country homes is shade. Certainly a country home is hardly worthy of the name if one cannot enjoy a shady nook somewhere on its grounds. What a painful thing it is to see so many suburban homes without a single large tree nearby to serve as a retreat from the hot sun, a place where the children may play—and grown-ups read and rest and chat with friends. Shade trees are not only "comforters"—they soften the lines of the bare house, add to its beauty and cosy homelike quality, and enhance its property value. There is the charm, too, of shade trees on moonlight nights, with their magic shadows on the lawn. True, you cannot have full shade at once from newly-planted trees, but if you make a start with Moon's trees you can look forward to it in from four to five years, and meanwhile you can have the touch of beauty and the pleasure of watching them grow.



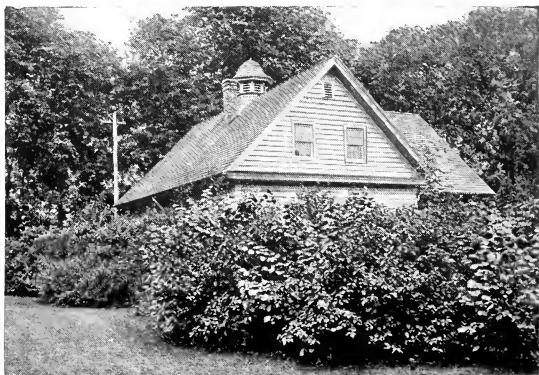
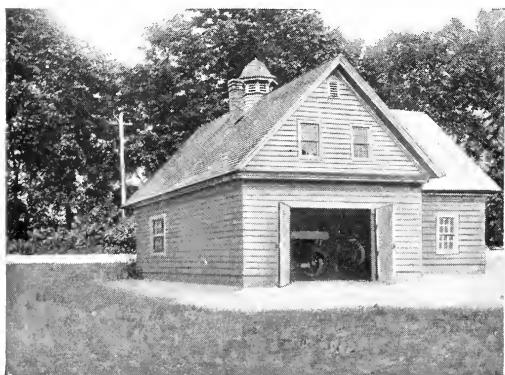
On Screening Things from View



A decorative border planting that effectively screens an objectionable outlook

IT is surely an overwhelming kindness of nature that in addition to the beauty you derive from trees and shrubs they render you the service of blotting out ugly things that you do not want to see!

Your neighbor has an unkempt backyard that always stares you in the face—directly across from your window is an atrocious billboard that spoils the view over the hilltop—near your garage, as your visitors alight, your neighbor's weekly wash flaunts in the wind. What is the remedy?—protest to your neighbor? No, indeed—there is another way much more effective and more agreeable—*Plant an evergreen or shrubby screen!*



The beauty and advantage of such a foliage screen are obvious—the cost insignificant in comparison

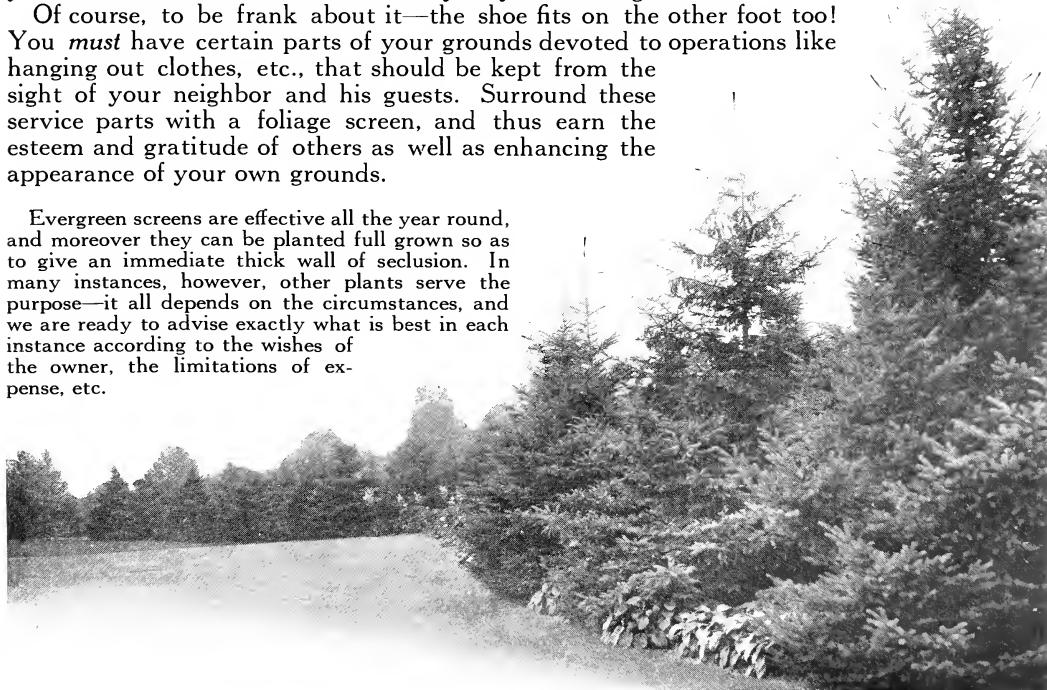


Who would guess that these beautiful shrubs were planted primarily to hide a disagreeable outlook just beyond?

And before you know it you have not only rid yourself of a nuisance—you have added a new touch of beauty to your home grounds.

Of course, to be frank about it—the shoe fits on the other foot too! You *must* have certain parts of your grounds devoted to operations like hanging out clothes, etc., that should be kept from the sight of your neighbor and his guests. Surround these service parts with a foliage screen, and thus earn the esteem and gratitude of others as well as enhancing the appearance of your own grounds.

Evergreen screens are effective all the year round, and moreover they can be planted full grown so as to give an immediate thick wall of seclusion. In many instances, however, other plants serve the purpose—it all depends on the circumstances, and we are ready to advise exactly what is best in each instance according to the wishes of the owner, the limitations of expense, etc.



Evergreens have an advantage for screening purposes, as they serve all the year round



Wouldn't any house seem stuffy and uncomfortable for the entertainment of guests when a shady lawn like this is possible most anywhere?

THE full benefits and pleasures of country or suburban life cannot be realized until one has learned to live every possible moment out of doors. The lawn should be regarded as a living-room—to be used whenever possible in preference to the indoor living-room or even the porch. Allow yourself to be driven indoors only when it rains! Entertain your company outdoors. Your guests, after all, particularly when they come from the city, are more eager to be outdoors than in. There is no novelty for them in an indoor living-room—they can find that anywhere!

Let your tea parties, sewing circles, card parties, receptions and "affairs" of every description take place out-of-doors, and equip your lawn accordingly as a comfortable, shady, restful place, with secluded nooks and corners that afford the necessary privacy. We can show you how very easily. What a new joy in life it will bring to you!



Let the children have a shaded arbor on the back lawn, safe from the trolleys or autos on the street



Two generations have played beneath this purple beech. Country life must be very unhappy indeed for children if they cannot have a shady place to play

For the Children's Sake

FOR the kiddies' sake, if for no other, your lawn, front and back, should be a *living place!*—an open-air room—to play in and romp—yes, and work and study, and eat and sleep! Every moment spent outdoors in fair weather builds up health for the little ones, and saves doctors' bills.



What a comfort to the women-folk to be able to do their kitchen work out-of-doors in hot weather

Mother and Daddy, too, and all the rest of the grown-ups, should have their favorite cosy corners for reading and resting, chatting and thinking, work and play. Especially the women of the home, spending so much of their time at home, should learn the health and fun and invigorating joy of doing the "chores" out in the open, in a pleasant little screened place opening out from the kitchen. All of which is only a matter of wise planning, which we will gladly do for you.



There's joy in a border of old-fashioned flowers like this that gives an uninterrupted succession of bloom during the open months of the year

The Flower Garden

IN the flower garden, at last, one may cast off the rules and deeper plot-tings of the landscape planner, and gratify one's personal taste for pure color and beauty and fragrance. But even here there are little secrets unknown to the beginner—secrets of the rarer flowers, of clever planning of gardenwalks, fascinating vis-tas, old-fashioned informalities, color combinations, and year-round bloom, that open up a new world of unending joy for the flower-lover.

The hints we give you will help you to discover these new charms for yourself, and you will learn also such new uses for flowers as aids to the landscape beautifying of the rest of the ground—and the con-stant supply of beauty and fra-grance for the indoors—the dining-room table, the living-room corner, the bedroom window—all to make life happier and richer.



As summer passes Anemones take their place in the flower procession



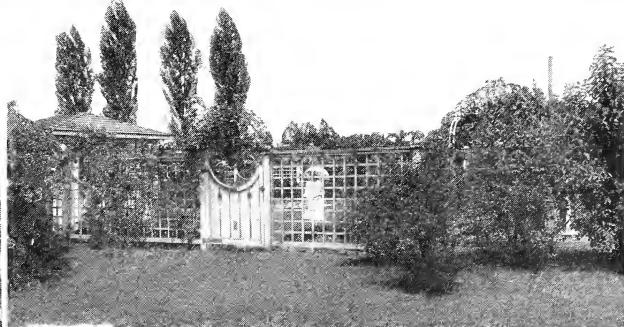
Flowers from a florist can never give the enjoyment of those picked in your own garden

SUGGESTIONS for the HOME OWNER



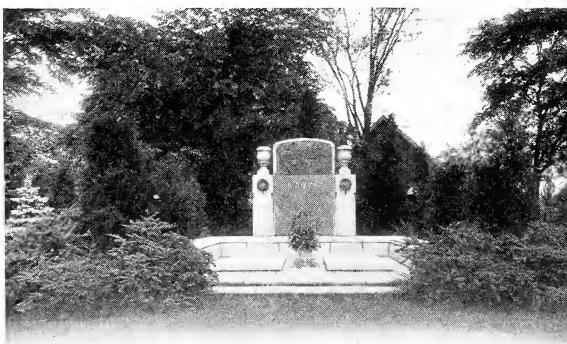
The difference between a house that looks like a box placed on the ground and a house that seems to fit in naturally as if it always belonged there is a good foundation-planting. The wise choice of the proper plants and their skillful arrangement will give just the proper effect of a shrubbery setting which softens the corners and hard lines of the house and converts a piece of masonry or carpentry into a cosy home

Rock gardens—which many home lovers would like to have on their grounds—require special plants, of which we have a considerable range. They also require skillful planning so as to fit naturally into the landscape instead of giving the impression of being out of place and artificially planted



That memorial stones and monuments need not be repellent or gloomy is shown by the view below, the restfulness and beauty of which are due in large measure to the shrubbery settings

A bit of "architecture" here and there in the garden adds undeniably to its charm—gateways, trellises, pergolas, arbors, etc. They must be wisely placed so as to enhance the vistas, and their outlines should be broken and relieved by plantings of shrubbery or vines

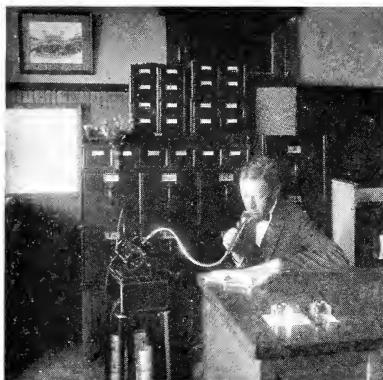


The planting of sturdy trees for memorials, lasting as they do for several generations, and ever growing nobler and more inspiring, has become deservedly popular since the war. We will gladly tell you just what and how to plant

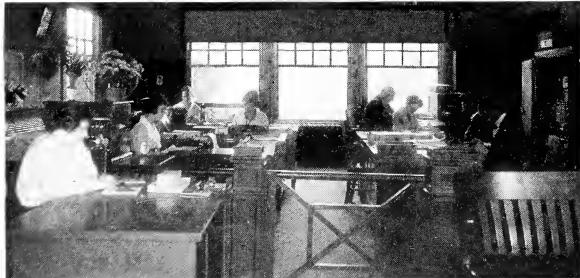


How Moon's Can Help

*There is no difficulty or mystery about securing the help
of an organization like Moon's*



Answering correspondence with the use of an
"Ediphone"



A view in our main office, where much clerical work and
correspondence are handled



The idea of lawn plant-
ing which we urge on
our customers has been
practiced in the mainte-
nance of these attrac-
tive grounds about our
office building

BEAUTIFYING the SUBURBAN LAWN



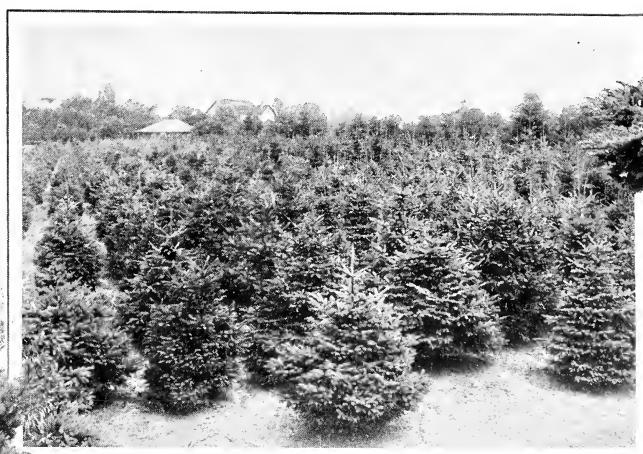
With about 1500 different varieties of trees and plants growing right on our grounds, comprising some nine hundred miles of nursery rows, where you will find not only the best native plants but unusual specimens from Manchuria, Tibet, Japan, the Himalayas, Palestine and the nurseries of Europe—we are unprejudiced in our advice, and will recommend only the plants that are best fitted for your grounds and will give you permanent beauty and satisfaction.

Moon's is famous for the generous spacing given to all of its growing stock (a very vital matter in determining quality and later growth)—the care bestowed upon all the plants in systematic pruning, spraying, transplanting, etc.—the fresh digging of each plant as ordered—the extraordinary care in packing and shipment—and the detailed attention paid to every inquiry or request for advice concerning home beautifying in general.

Then, too, in buying from Moon's you have the satisfaction of knowing that your plants are coming direct from where they have grown. About 90% of all stock we sell is grown in our own nurseries.



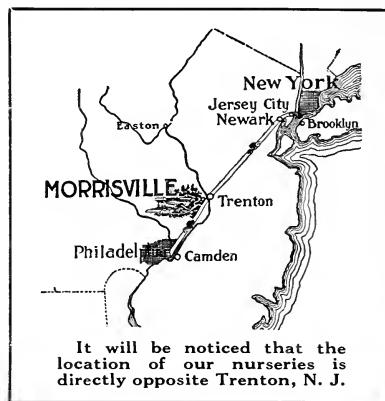
Views taken at our nurseries, showing how the trees are dug and packed for shipment



A block of Evergreens in our Nursery, showing the extent and quality of our stock. At the left, one of our pine trees; at the right, a spruce, which show the low-branching, dense symmetrical character of "Moon's Evergreens."



You are cordially invited to visit our nurseries in person. These are easily reached, being just off the Lincoln Highway, a mile out from Trenton, N. J., and about half way between New York and Philadelphia, as shown on the accompanying map.



There is no need of waiting, however, until you find it convenient to make a personal visit. It is just as well, in localities where we can do so, to send for our representative to look over your grounds and our advice is then based upon this first-hand familiarity with your problems.

Write us at once and you will soon learn just what Moon's can do to help.



Within certain distances from our nurseries we are prepared to deliver by motor truck. These deliveries are, however, matters for special arrangement, both as to time of delivery and charges.

THE WILLIAM H. MOON COMPANY NURSERYMEN MORRISVILLE PENNSYLVANIA

Telegraph Office, Trenton, N. J. Bell Telephone, Trenton 4498

MOON'S NURSERIES

MORRISVILLE, PA.

